



**Preview Press Release
Spring/Summer 2027**



‘Vertical Unlocked’ – A new vertical mindset Salewa presents its highlight collection for Spring/ Summer 2027

Bolzano/ Bozen, 26 May 2026 – Verticality is more than just moving in the mountains – it’s a way of seeing and a mindset. With the new ‘Vertical Unlocked’ collection for Spring/ Summer 2027, Salewa is bringing its progressive interpretation of the vertical world to life and exploring the connections between two activities that are often treated separately: **climbing** and **via ferrata**.

Climbing is known for creative expression and its direct connection to rock, while for many people via ferrata represents an entry point into accessible vertical experiences. With ‘Vertical Unlocked’, Salewa is bringing both perspectives together and celebrating personal development and progression – moving from supported or guided experiences to freely exploring vertical worlds.

Salewa is supporting this development with key styles that are a direct expression of its creative approach. Technical, durable and versatile – made for everyone moving in vertical arenas from approach to rock and mountain, whether protected by carabiners and iron cables or by a partner and a rope.



Highlights of the Vertical Unlocked climbing & via ferrata collection Spring / Summer 2027



Agner 25L Backpack

A lightweight, durable climbing pack built for maximum freedom of movement, optimal load distribution, and a comfortable carry. The Agner 25L Backpack is made from durable 210D recycled ripstop nylon. Its Dry Back Contact carrying system sits close to the body for better balance and enhanced airflow, while the Split Shoulder Straps provide additional mobility.

The roll-top closure system makes it quick and easy to adjust the volume and ensures secure rope fixation. As such, the Agner 25L is a pack for all vertical disciplines – from sport climbing to multipitch trad and via ferrata.

RRP: € 135



Agner Powertex Extreme Anorak W/M

The Agner Anorak is a lightweight, 3-layer pull-on hardshell with PFAS-free, waterproof and breathable weather protection. Cut to ensure full mobility in alpine terrain – perfect for demanding climbing and mountain routes, yet still small enough to clip to the back of a climbing harness. Its rock-resistant, ultra-durable Powertex Extreme 3L ripstop main fabric is reinforced with Molekula™ UHMWPE fibres. Designed with freedom of movement in mind, it comes with a helmet-compatible hood and a two-way front zipper. The Agner Powertex Extreme Anorak delivers lightweight, packable 3-layer protection for alpine climbing.

RRP: €370



Wildfire 3 W/M

Designed in the Dolomites for long days on technical terrain, the **Wildfire 3** is a technical approach shoe that balances lightweight, fast-moving agility with climbing precision. Its seamless upper has a Kevlar-reinforced 3F System® and an ExaShell® skeleton structure that wrap the foot for enhanced torsional stability and support. Underfoot, the sticky POMOCA® outsole features a front climbing zone in the toe area and side edging support, delivering grip and friction in both wet and dry conditions. The TPU rand and rubber toe cap provide durable protection in scree and rocky terrain.

RRP: €155



Elevate Ferrata Set Tex

The new Salewa Elevate Tex is a lightweight, compact and ergonomic via ferrata set designed and tested in the Dolomites. Its standout features include new abrasion-resistant elasticated webbing lanyards for high safety reserves and easy, close-to-body handling, while its special integrated swivel prevents twisting during clipping and unclipping. The ergonomic, auto-locking Ergotec carabiners fit neatly in the hand and are simple to use, even when wearing gloves. The Salewa Elevate Tex – ideal for exploring vertical and exposed terrain.

RRP: €140



**Verticality defines us.
Altitude is an attitude.
Vertical, unlocked.**

'Vertical Unlocked' shows Salewa's holistic approach to mountain sports: beyond restrictive labels and disciplines, promoting a free transition between climbing and via ferrata – from iron cables, rungs and ladders to crack lines, open faces and steep towers. The collection is aimed at a new generation of mountaineers who think beyond categories and choose instead to focus on the experience of moving through alpine terrain.

Climbing is searching. And pure expression. A direct connection with the rock. Immediate and unfiltered. Every movement is a choice. Every hold, a discovery. Verticality sharpens focus. The path is never fully set. Climbing is reading, feeling and moving. As such, Salewa is drawing on its alpine heritage and DNA, combining it with its progressive design approach, material innovation and product functionality. The resulting collection is both technically precise and versatile in its application – opening up and expanding access to vertical worlds.

About Salewa

Salewa is passionate about mountain sports – ambitious alpinism and the mountain experience. Founded in Munich in 1935, the management-led, family-owned company is now located in the Dolomites of South Tyrol. Based at its headquarters in Bolzano, the company develops technical products that combine traditional materials and progressive design. Salewa is committed to high environmental and social standards and rooted in regional identity, quality and integrity. Consistently striving to find new ways to



build better, game-changing equipment, the brand has a unique understanding of mountain sports. Progressive mountaineering is about more than just performance; it encompasses an appreciation of the natural world and individual and shared experiences in the mountains. Salewa is a leading international manufacturer of mountain sports equipment with innovative products in four product categories: Apparel, Footwear, Equipment and Technical Hardware.

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